

## **Historic, Archive Document**

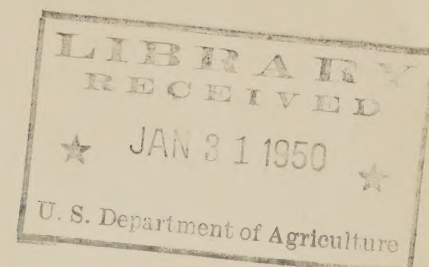
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*Pan-American Seeds, Inc.*  
 SPECIALTY FLOWER SEEDS *Scientifically Bred & Grown*

CHARLES WEDDLE · CLAUDE HOPE · W.D. HOLLEY



*Paonia, Colorado*

DESCRIPTIVE LIST AND PRICE SCHEDULE -- CROP 1949

FOREWORD

Specialization is the password to quality. We are specialists in petunias and snapdragons with major emphasis on petunias. Never before has so much concentrated effort been expended on the lowly petunia, yet the results justify the expenditure. The genetic nature of the grandiflora petunia is such that it responds only to highly scientific methods of breeding. The scarcity of true-to-type strains of grandiflora petunias proves the accuracy of this statement. Only when production and breeding go hand in hand (expert hands) can the ideal of 100% uniform strains in the Dwarf Fringed Grandifloras be attained. We have closely approached the ideal in ALLEGRO, SONATA and single hybrid SNOWHITE, and we are in sight of the goal with all our varieties of doubles and hybrid singles. The breeding is an accomplished fact. Only the production problems remain to be solved.

PAN AMERICAN POLICIES

This year, we are offering our seeds in bulk at competitive prices, however, dealers wishing to continue to offer our originator's packets as heretofore may do so. In spite of production difficulties the past two years, we have gained a reputation for spot delivery by prepaid insured air mail. Failure of delivery is expensive to the dealer. We shall zealously guard our reputation for dependability. However, we urge our customers to place orders early as possible to insure full delivery and to help us plan our production.

We are offering our hybrid snapdragons in packets only with the usual 50% dealer's commission. We feel this to be in the best interests of all concerned - the grower, the dealer and his customer.





## DESCRIPTIVE LIST

### ALL DOUBLE PETUNIAS

#### ALLEGRO Improved

Deep salmon, dwarf, giant fringed. This is a gorgeous new color that is proving to be very popular. We are now able to grow ALLEGRO in a new improved strain that comes 100% true to the grandiflora type with uniformly fringed full round doubles. Some of our customers and the Pennsylvania State College have received samples of this improved strain. We may not be able to grow enough of the new strain to fill all orders, but what we are able to grow will be added to not more than an equal amount of the old strain. This will result in a definite improvement for ALLEGRO, already an outstanding variety.

#### CAPRICE

Bright rose, dwarf deeply fringed. The most popular variety of doubles and the favorite color in any petunia.

#### MINUET

Beautiful orchid-lavender. Taller somewhat than other varieties, but fine for pots if pinched. Unpinched it makes lovely longlasting cut flowers. Very large fringed flowers.

#### NOCTURNE

Deep midnight purple, Dwarf fringed with a high percentage of large fringed doubles. A beautiful and useful petunia.

#### SONATA

Huge, pure white, deeply fringed, fully double blooms borne on semi-dwarf, free branching plants. No small semi-doubles. The best double white petunia ever offered.

#### GLORIOUS MIXTURE

All the above varieties in formula mixture. By request of our customers, Glorious Mixture is made up according to the following formula:

ALLEGRO 25%, CAPRICE 35%, MINUET 5%, NOCTURNE 15%, SONATA 20%





## PAN AMERICAN MIXTURE

A good second best mixture at an astoundingly low price. By growing this as a mixture, however, we can make this offer. Contains all colors in large and small ruffled and plain, tall and dwarf.

Pan American Mixture is designed for those dealers who specialize in the "Box Trade" and who want an inexpensive mixture of ALL Double petunias for the home gardener.

## SNOWWHITE AND TWO DWARF FRINGED F<sub>1</sub> HYBRID SINGLE GRANDIFLORA PETUNIAS

Here is something new and outstanding. Last year, we offered as a sort of feeler SNOWWHITE, our first F<sub>1</sub> Hybrid Grandiflora Dwarf Fringed Petunia. The response was good so this year we are offering two additional hybrids, No. 1 a Deep Salmon on the order of Carmencita and No. 2, a Carmine Rose. Although the cost of production of hand pollinated seed of single petunias is almost as high as it is for the doubles, we are certain that they are well worth the difference. We hesitate to describe them for fear we will sound too enthusiastic. However, we have taken color pictures of them and will furnish transparencies on request.

## HYBRID SNOWWHITE

Single, pure white with yellow throat. Usually 100% true to type and habit. Dwarf fringed, vigorous and free blooming. Sown in December, it makes a gorgeous Easter pot plant. Flowers 3-3½ inches across.

## PAN AMERICAN DWARF FRINGED SINGLE HYBRID #1

*TANGO*

Deep scarlet salmon, fringed dwarf, colors almost as bright as Carmencita. Flowers larger more abundant and plants more vigorous than the Dwarf Erfurts either in pots for Mother's Day or as a bedding petunia. Perfectly true for color though a small percentage of small flowered types will appear from this year's crop. Next year, Hybrid #1 will be 100% true to type.







PAN AMERICAN DWARF FRINGED  
SINGLE HYBRID #2

*BOLERO*  
Gorgeous carmine rose, uniform, extra dwarf, well fringed  
Outstanding either as a pot plant or in the garden where it blooms  
as profusely as the hybridas all summer  
long, yet retaining its dwarf compact  
habit. Makes ordinary petunias  
uninteresting.

F<sub>1</sub> HYBRID BEDDING TYPE PETUNIAS  
"HYBRID MULTIFLORA"

*ROSE*  
PINK CHARM

Clear luminous rose pink. Our first F<sub>1</sub> bedding type petunia.  
Skeptics will ask us what do F<sub>1</sub> Hybrid Bedding Petunias have that  
can justify the cost of hybrid seed? Our answer is, "Invest a  
few cents in a packet of seed and see for yourself." You will see  
that four things are outstanding about the hybrids. They are  
uniform. They are more vigorous. They are freer of bloom. They  
show color early and uniformly. This latter is important to the  
large plant grower who likes to move his crop quickly and all at  
once. Color sells and the quicker the color, the quicker the sale.  
Performance in the garden will insure repeat sales.

PINK CHARM is of the Celestial Rose type, but we can  
promise, will out-perform anything in its class. We believe recent  
All America awards have created a demand among home gardeners for  
hybrid petunia seed and we expect to make it possible for the  
seedsmen to offer them at reasonable prices. Progressive seeds-  
men will jump at the chance.

DWARF Grandiflora Single PETUNIAS  
RUFFLED AND FRINGED

CARMENCITA

A dwarf, deep scarlet-salmon petunia that is a knockout. The  
color is in the salmon range, but is deeper than anything yet seen.  
It is entirely different from any color seen so far in petunias  
being almost a true scarlet orange. Dwarf plants are covered with  
deeply fringed, brilliantly colored flowers. Perfect for pots.  
About 80% grandiflora. Carmencita is hand pollinated and is such  
a shy seeder, we are still able to offer it only in packets.





## ROSITA

Dwarf ruffled rose pink. Very free blooming. This is almost 100% grandiflora. Flowers  $3\frac{1}{2}$  inches across. This is an ideal pot plant petunia - vigorous and free branching, yet very dwarf and uniform.

## COLORADO SUNSET

Light rose pink dwarf fringed. This variety was introduced by E. W. Burghard of Colorado Springs about 1938, but disappeared from the market during the war. Our stock is selected from the original obtained directly from Mr. Burghard and is uniform and true. This is a good Vigorous Petunia yet dwarf and free blooming. Hand pollinated seed.

## FLORISTS' HYBRID SNAPDRAGONS

### SNOW HYBRID

Fringed, pure white, a strong vigorous grower that produces heavily and then comes back for a second and third crop. Mid-season to late depending on climate. Breaks freely and has dark green foliage that is extremely attractive. Not an extremely tall variety and can be grown where head room is limited, but stems are sufficiently long for wholesale market. Spikes are long to medium long and graceful. We predict a heavy demand for this.

## GOLD MINE

Deep Golden Yellow slightly fringed. Early. This is a distinct improvement over the inbred varieties such as Ethel, also earlier, more vigorous and more productive. Spikes taller and larger. Florets larger. A very much worth while addition to F<sub>1</sub> Hybrid Snapdragon Varieties.





## DOUBLE SNAPDRAGONS

### SNOWDRIFT

Snowdrift is 98% full double and is pure white with massive spikes. Individual florets resemble a small gardenia and make beautiful corsages. Genetically, Snowdrift is early, but has a tendency to blast some buds on each spike in midwinter. Therefore, it should be grown only in the spring months. In spite of its faults, Snowdrift is still an outstanding novelty snap and the demand exceeds our ability to grow it. Therefore, we recommend ordering early. Our originator's packets only.

## TETRAPLOID OR SPRING FLOWERING SNAPDRAGONS

This new class of snapdragons is proving to be of value to florists for spring and summer cutting, both indoors and out. They extend the snapdragon season as the Cuthbertson's Spring Flowering Sweet Pea does for that crop. After the winter crop is cut over and the stems are weak and the spikes are short, the tetra snaps come in with strong stems, long spikes and huge florets.

### PAN AMERICAN PINK

A tetraploid Hybrid! Deep rose pink. The first true color tetra snapdragon and the first tetraploid hybrid in any class. Good indoors for a spring crop or for summer bloom outside. Pan American Pink has had extremely favorable comment from Penn State College and all who have tried it. This is definitely the outstanding Tetra Snap to date. Seed supply is short - packets only.

### TETRA YELLOW

Huge spikes and large fringed florets, bright yellow. Comes into bloom in May from November sowing. Makes the diploids look tiny. Good cut flowers whenever grown, but recommended for spring.

## OUTDOOR SNAPDRAGONS FOR SUMMER CUTTING

### VELVET GIANT IMPROVED

Deep velvet red, tall and large flowered. Produced by Dr. Mabel Ruttle Nebel at the New York Experiment Station at Geneva, New York. The individual florets are often  $2\frac{1}{2}$  inches across and are borne on huge spikes. The plants are tall and late and are not adapted for forcing, but make wonderful summer cut flowers. Our strain is reselected and is a great improvement over the original.





## COMMERCIAL FORCING SNAPDRAGONS

Good true-to-name seed of the popular forcing varieties of snapdragons is often hard to get or of poor viability. Our climate is ideal for the production of strong healthy seed and we have plenty of room for complete isolation, therefore, we are growing seed of two popular varieties.

### ETHEL

Yellow midseason, popular greenhouse snap.

### MARGARET

Creamy white, strong spikes, popular.

## MARIGOLDS FOR FORCING

### COLORADO SUNSHINE

This is a marigold we selected for our own use as a cut flower, however, those who have seen it insist we should offer seed of it. Colorado Sunshine is luminous golden yellow with ruffled and wavy petals. The odor is not noticable except when the stems are being cut. Flowers are large - three inches or more across and the stems are long and strong. At 60° night temperature, it will bloom in midwinter, however, we grow it cool making one sowing in September for December bloom and another in January for Memorial Day. For the December cut, we grow it 4" x 6" in shallow benches disbudded to single stems and for the Spring crop 12" x 12" and allow it to come naturally. The Memorial Day crop is especially profitable. As summer cut flowers outside, it is unexcelled.





# PAN-AMERICAN SEEDS, INC.,

PRICE SCHEDULE 1949 CROP

## Originator's Packets

### VARIETIES

Retail Prices, Discount to Dealers\*  
Retail  $\frac{1}{2}$  Trade Trade  
pkt. pkt. pkt. 1/128 oz. 1/64 oz. 1/32 oz.

Wholesale Bulk Prices  
1/16 oz. 1/8 oz. 1/4 oz. 1/2 oz. 1 oz. 1/4 lb. 1/2 lb. 1 lb.

### DOUBLE PETUNIAS

Allegro, Caprice, Minuet,  
Nocturne and Sonata

Glorious Mixture

Pan-American Mixture

### SINGLE PETUNIAS

Snowwhite & Dwarfs #1 & #2

Pink Charm

Carmencita

Rosita

Colorado Sunset

### SNAPDRAGONS

Snow Hybrid, Gold Mine, Snow-  
drift & Pan-American Pink

Tetra Yellow

Velvet Giant

Ethel & Margaret

### MARIGOLDS

Colorado Sunshine

Bulk only

28.00  
27.45  
\$28.00 \$54.50 \$106.00 \$206.00 400  
23.85 46.30 91.90 180.25 350  
13.75 26.50 51.50 101.00 200

1.40 2.50 4.75 9.25 18.00  
1.80 1.50 2.00 2.80 5.45 10.55  
1.25 2.00 2.80 5.45 10.55

17.60 34.20 66.40 128.75 250  
10.55 20.50 39.80 77.25 150  
3.45 6.65 12.90 25.75 50

.60 1.00 1.80 3.50 6.80  
.45 .80 1.50 2.60  
.60 1.00 1.80

9.45 18.30 35.00  
10.00 19.90 38.60 75.00

1.75 3.00

.80 1.50

2.00 5.25 6.25 12.00

.60 1.00

Bulk only

3.50 \$13.00 \$24.75 \$48.00  
8.00 15.00

\*50% to seed dealers on orders of \$10 or more 3.00 5.50 10.00



Colorado Gasoline

Wholesale

Motor & Industrial

Automotive

Aviation

Gasoline & Fuel Oil

Retail

Automotive

Aviation

Industrial

Motor

Gasoline & Fuel Oil

Wholesale

Motor & Industrial

Automotive

Aviation

Gasoline & Fuel Oil

Retail

Automotive

Gasoline & Fuel Oil

Colorado Gasoline

Gasoline & Fuel Oil

Motor & Industrial

Automotive

Aviation

Gasoline & Fuel Oil

Retail

Automotive

Aviation

Industrial

Motor

Gasoline & Fuel Oil

Wholesale

Motor & Industrial

Automotive

Aviation

Gasoline & Fuel Oil

Retail

Automotive

Gasoline & Fuel Oil

Colorado Gasoline